



NEWS RELEASE
September 25, 2007

**SHOWEAST TO HONOR NATIONAL AMUSEMENTS' SHARI E. REDSTONE WITH
2007 "SALAH M. HASSANEIN HUMANITARIAN AWARD"**

NEW YORK – It was announced today that Shari E. Redstone, President, National Amusements, Inc., will receive the 2007 “Salah M. Hassanein Humanitarian Award” at this years’ ShowEast convention. Redstone will be awarded this distinguished honor on Thursday evening, October 18, 2007 at the Orlando World Center Marriott as part of the Final Night Banquet and Awards Ceremony at ShowEast, announced Mitch Neuhauser, Co-Managing Director of the annual convention.

“It is with the greatest of pride that we announce that Shari E. Redstone is the 2007 recipient of the Salah M. Hassanein Humanitarian Award”, noted Mitch Neuhauser. “It is absolutely amazing to think, that in addition to running one of the nation’s leading theatre circuits, that Ms. Redstone has the time to champion so many charitable and philanthropic causes within the industry and throughout the community at large. Her dedication, care and concern in wanting to help those less fortunate is unparalleled and she sets a shining example for us all. I’m thrilled that she has accepted this year’s honor that will allow her peers in the industry this opportunity to say thank you for all of her accomplishments. This is an honor that is justly deserved.”

With a deep commitment to the community, Ms. Redstone is actively involved in a variety of charitable, civic, and educational organizations. She is a member of the Board of Directors at Combined Jewish Philanthropies and the Board of Trustees at Dana Farber Cancer Institute. She is also on the Board of Directors of The National Center on Addiction and Substance Abuse (CASA) at Columbia University and The John F. Kennedy Library Foundation.

In addition, Ms. Redstone is actively involved in National Amusements’ charitable and awareness-raising efforts such as the SPF-Sun Protection Flicks program for “Out of the Sun Fun” in support of the SHADE Foundation’s important mission of teaching children about sun protection; “Bookworm Wednesdays”, which promotes literacy for school children; “Kidtoons Films” with G-rated movies every Saturday and Sunday morning; “Silver Screen Classics”, a classic movie program geared toward senior citizens; and “Holiday Classics” which provides canned goods for local food pantries. In April 2007, National Amusements announced a partnership with the USO of Metropolitan New York to help that organization in its efforts to support our nation’s military family. National Amusements saluted all Active Service Personnel and their dependents by offering free admission, soda and popcorn at all their theatres for two weeks, then instituted an ongoing special military pricing program.

As President of National Amusements, Inc., Shari E. Redstone is the third generation of her family to lead the Massachusetts-based movie theatre chain founded by her grandfather, Michael, in 1936. With cinemas in the U.S., U.K., Latin America, and Russia, National Amusements distinguishes itself with its world-class movie theatres and unique and innovative programming. Ms. Redstone led the launch of the Cinema de Lux brand of theatres and the development of The Bridge: Cinema de Lux theatres in Los Angeles and Philadelphia. In addition, Ms. Redstone leads Rising Star Media, a company established in partnership with National Amusements which builds and operates luxury American-style cinemas in Russia.

[more]

She is also the driving force behind National Amusements involvement in Monumental Pictures, a partnership with Sony Pictures and Patton Media Group which produces and arranges distribution of Russian language films in the Russian market.

Previous "Salah M. Hassanein Humanitarian Award" recipients include: John Lundin, Jeff Goldstein, Erik Lomis, Peter Brown, Travis Reid, Barrie Loeks, Tom Sherak, Daniel Crown, Allen Karp, Stanley Durwood, Carl Patrick, Lee Roy, Tandy Mitchell and Salah M. Hassanein.

ShowEast 2007 will take place from October 15-18, 2007 at the Orlando World Center Marriott. It will feature numerous screenings of upcoming major films, sponsored events, timely and informative seminars and the ShowEast Trade Show. An estimated 1,500 members of the motion picture industry are expected to attend. ShowEast, now in its 23rd year, is produced by the Nielsen Film Group, a division of Nielsen Business Media.

###

About National Amusements, Inc.

National Amusements, Inc., is a world leader in the motion picture exhibition industry operating more than 1,500 screens in the U.S., U.K., Latin America and Russia. National Amusements delivers a superior entertainment experience in theatres around the world under its Showcase, Multiplex, Cinema de Lux, and KinoStar brands. Based in Dedham, Massachusetts, National Amusements is a closely held company operating under the third generation of leadership by the Redstone family. National Amusements is also an equal partner in the online ticketing service, MovieTickets.com, and is the parent company of both Viacom and CBS Corporation.